



SMALL BUSINESS MANAGEMENT DEVELOPMENT

General data

Course code:	B19GMB08E
ECTS credits:	6
Type of the course:	business elective
Semester:	spring
Course restrictions:	-
Course leader (with availabilities):	András Rideg, Dr. ridega@tkk.pte.hu +36 72 501 599/ 63383
Further lecturer(s) (with availabilities):	-

1. Description and aims

The module is intended to bring students closer to understand the process of creating a business concept around an innovative idea, company project or technology. Students develop skills in business planning, modeling and company creation by actively participating in the process. Using experiential learning methodology students will proactively work with companies as clients with implementable project ideas and will develop a business concept around these initiatives. Teams of students will have to engage with the stakeholders of the project in the framework of validation activities to make their business concept as implementable as possible. During the lean business concept development process students will get acquainted with a particular issue, problem that the client company is intended to solve that will broaden their knowledge horizon. The real life process of business concept development and validation will also advance the networking skills of the participating students.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this module, the student will be able to:

1. critically evaluate new business ideas from the aspect of a potential financier, *(PILO1)*
2. contest the different organizational structure concepts when designing business entity, *(PILO2)*
3. evaluate the respective strengths and weaknesses of such theories, *(PILO2)*
4. critically analyse their applications in practice, *(PILO4)*
5. ability to conduct effective small-scale research, *(PILO3)*
6. positive contribution to group (team) working, *(PILO5)*
7. effective verbal presentation of ideas, *(PILO4)*
8. effectiveness in argument and debate with peers, *(PILO5)*

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)



3. Content, schedule

The discussion of topics is divided into the following ten chapters:

- Introduction,
Team formation,
1. *Video discussion:*
https://www.ted.com/talks/ernesto_sirolli_want_to_help_someone_shut_up_and_listen?language=en
Reading assignment discussion:
Why Write a Business Plan? How do you see the project? Team formation.
Project:
2. Create your consulting company, set up your team, roles and responsibilities. Show your organization's website. What will be your industry focus in terms of expertise? How can you help your future client? How can you be competitive?
Reading assignment discussion: Developing and Screening Business Ideas
Project:
3. Introduce your client, its core business, company set up. What does your client need help in? What will be the project you have to assist your client in by designing a BP?
Reading assignment discussion: The Litmus Test of a Plan
Project:
4. No project presentation and discussion, work on your project alone in a remote fashion.
Reading assignment discussion: Introduction, Executive Summary, and Company Description
Project:
5. Present the finalized project plan. What is the objective of the client company with the project? What is the target industry and market segment?
Reading assignment discussion: Industry Analysis
Project:
6. Industry analysis of the project. Are there any disrupters within the industry? How risky is it in terms of technological change?
Reading assignment discussion: Market Analysis
Project:
7. Make sure you segment the market and the you help your client to find the first adopters if it is about the introduction of a new/old product in a existing/new market.
Reading assignment discussion: Marketing Plan
Project:
8. Recommend channels and means to reach out to new customers. Don't forget about customer relationship!



Reading assignment discussion: Management and Organizational Structure

Project:

9. How will your plan to possibly expand your client's operations effect its organization setting and structure? Does your client need additional human resource capacity?

10. Spring break

Reading assignment discussion: Operations Plan and Product Development

Project:

11. How will the planed activity effect your client's daily operation? Will it need new facility, IT infrastructure, vehicles, etc.?

Reading assignment discussion: Analysis of Financial Projections

Project:

12. What does the project mean to your client in terms of funding (investment outlay) and additional costs to run the new operation? Where it will get the funding from? Help to prepare a presentation to acquire the funding.

13. *Final presentation of your BP and discussion of the takeaways of the course.*

14. *iExpo*

4. Learning and teaching strategy, methodology

The module is based on experiential learning methodology, and flipped classroom techniques. Students are required to discuss, argue and debate their results during class based on the reading assignments and their own research necessary within the framework of their project. Students will apply the knowledge that they acquire in the framework of the reading assignment part of the course by engaging in consultancy with real life companies. These client companies have to be selected by the students. The client company needs to have a real business challenge that it wants to have solved. In order for the students to maximize the development of their skillset they are required to work intensively and proactively during the semester and to create deliverables with real added value to the marketable research results. Students have to form teams of 5 and have to create their own consulting company. They have to create roles such as CEO, CMO, CFO, COO, ... These 'consulting companies' have to prepare the weekly progress of the business development and also complete reading assignments. Due to the coronavirus epidemic all contact classes will be channeled via Microsoft 365 Team application. Weekly classes will be managed via Team, while learning materials will be distributed through Neptun, Tasks will be collected via Neptun as well.



The course is designed that by completing the weekly assignments and incorporating the feedback given at each meeting will enable teams to build the final deliverable (business plan) to an almost finalized version as they proceed week-by-week. Teams working consistently on the weekly base should have their final deliverable ready by the end of the semester, before the exam period.

5. Assessment

Formative assessment elements: Oral feedback on in-class activities, and on the weekly project progress. (CILO 4,7,8)

Summative assessment elements:

Name of the element	Weight	Type	Details	Retake opportunity	Req. *	Related CILOs
Reading assignment reports	10%	group, written, coursework	1-page summary of the current theoretical topic; doc file uploaded into Moodle on a weekly basis	none	no	1,2,3,4
Student-led class	10%	group, oral, coursework	an oral presentation related to the current theoretical topic once during the semester	none	no	3,4,6,7
Project progress reports	20%	group, oral, coursework	report on the progress of the project work four times during the semester: 1. Set up a consulting firm 2. Introduce your client and the problem/project 3. Industry and market analysis 4. Management, organizational structure, operations, development, financial projections	none	no	1,2,4, 5,6,7
iEXPO participation	10%	group, oral, coursework	active iEXPO participation (with a free format poster about the consulting firm and/or the projectwork)	none	no	6,7,8
Final presentation	10%	group, oral, coursework	final presentation of the project work at the end of the semester	none	no	6,7,8
Final deliverables	40%	group, written, coursework	business plan, marketing materials, financial plan	one retake opportunity	yes	1,2,6

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

Individual assessment	0%	Group assessment	100%
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6. Learning materials

- Essential:

Barringer: Preparing Effective Business Plans: An Entrepreneurial Approach, Global Edition, 2015.

- Recommended:

Mariotti, et al.: Entrepreneurship and Small Business Management, Second Edition, Global Edition, 2015.

Michael H. Morris: Nuts and bolts of a great business plan, Florida State University, 2015.

You can purchase books at: www.prospero.hu, www.universitatis.hu, tnusser@ibs-b.hu

HBR articles distributed during the semester

7. Further information

International aspects embedded with the course
Trends in CB, examples, cases and projects are all relevant in global context.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
The importance of business ethics in practice is discussed during the process of business concept development.
Connections to the world of practice of the course
Project-work with real-life clients.